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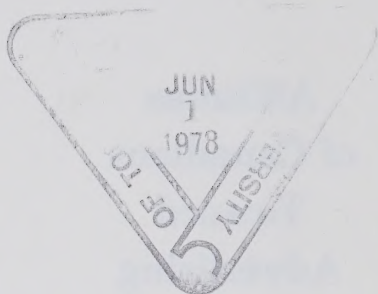
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Attitudes of Canadians Toward Advertising on Television

Prepared by Avrim Lazar and Associates Ltd.
for the Research Branch of
the Canadian Radio-television and Telecommunications Commission

Based upon a study conducted by Market Facts of Canada Ltd.



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Contents

Summary of Study	v
Introduction	vii
1. The Method and Design of the Study	1
Development of the Questionnaire	1
The Sample	3
Data Collection Procedures	3
Presentation and Analysis of Data	3
2. Attitudes Toward Advertising	5
The Role of Advertising in the Economy	5
The Information Value of Advertising	6
Personal Responses to Advertising	8
Attitudes Toward Advertising by Subgroups	9
3. Attitudes Toward Television	13
Television Ownership and Usage	13
Functions of Television	14
Evaluative Statements About Television	16
Attitudes of Subgroups Toward Television	18
4. Attitudes Toward Television Advertising	31
Commercials and General Programming	31
Responses to the Presence of Advertising	32
The Information-Entertainment Function	33
The Frequency and Scheduling of Commercials	34
Style and Images of Messages	36
The Enforcement of Truth in Television Advertising	37
Canadian Content	38
Viewer Behavior	39
Attitudes of Viewers Who Support the Presence of Advertising on Television	40
Summary	41
5. Attitudes Toward Television Advertising by Demographic Subgroup	43
Appendix 1	53

Tables

1-1	Sample Statistics	2
2-1	The Role of Advertising in the Economy	6
2-2	The Information Value of Advertising	7
2-3	Personal Response to Advertising	8
2-4	Advertising Attitudes by Language	9
2-5	Advertising Attitudes by Sex	9
2-6	Advertising Attitudes by Age	10
2-7	Advertising Attitudes by Education	10
2-8	Advertising Attitudes by Household Income	11
2-9	Advertising Attitudes by Region	11
3-1	Television Ownership and Usage	14
3-2	Medium Most Often Used for Different Purposes	14
3-3	The Role of Television in Daily Life	15
3-4	Evaluative Statements About Television: Personal Response	16
3-5	Evaluative Statements About Television: Social Effects	17
3-6	Television Usage by Language	18
3-7	Television Usage by Sex	18
3-8	Television Usage by Age	19
3-9	Television Usage by Household Income	19
3-10	Television Usage by Education	19
3-11	Television Usage by Region	20
3-12	Media Usage for Particular Purposes by Language	20
3-13	Media Usage for Particular Purposes by Sex	21
3-14	Media Usage for Particular Purposes by Age	22
3-15	Media Usage for Particular Purposes by Household Income	23
3-16	Media Usage for Particular Purposes by Education	24
3-17	Media Usage for Particular Purposes by Region	25
3-18	Response to Evaluative Statements About Television by Language	26
3-19	Response to Evaluative Statements About Television by Sex	26
3-20	Response to Evaluative Statements About Television by Age	27
3-21	Response to Evaluative Statements About Television by Household Income	27
3-22	Response to Evaluative Statements About Television by Education	28
3-23	Response to Evaluative Statements About Television by Region	28
4-1	Beliefs Concerning the Relationship of Commercials and General Programming	32
4-2	Response to the Presence of Advertising on Television	33
4-3	Opinions Concerning the Entertainment-Information Function and Television	34
4-4	National Response to the Frequency and Scheduling of Commercials	35
4-5	Responses to the Style of Presentation and the Creation of Images by Television Advertising	36
4-6	Enforcement of Truth in Television Advertising	38
4-7	Canadian Content in Television Advertising	39
4-8	Viewer Behavior	39
4-9	Statements Regarding the Content and Scheduling of Television Commercials With Which Supporters of the Presence of Advertising on Television Agree	40
5-1	Differences in Attitudes by Language and Sex	44
5-2	Differences in Attitude by Age	46
5-3	Differences in Attitude by Education and Occupation	47
5-4	Differences in Attitude by Income and Population Density	48
5-5	Differences in Attitude by Region	49

Summary of Study

In this report, major findings of a national study on attitudes toward television advertising are presented.

The study was conducted in two steps. In step one, qualitative measurements were used to determine the attitudes Canadians hold toward television advertising and to determine the ways in which they express these attitudes. In step two, a survey was conducted to obtain a quantitative measurement of how widely these attitudes were shared. The survey-sample is composed of 3,060 respondents, selected to represent a cross-section of the Canadian population. Responses to a variety of carefully selected statements were obtained through personal interviews.

Three primary attitudinal areas have been investigated: attitudes toward advertising as an economic and commercial activity, attitudes toward television as a medium, and attitudes toward advertising on television specifically. The data collected were examined on a national basis and on the basis of subgroups of the Canadian population.

Canadians' attitudes toward advertising in general are mixed. While the majority believes advertising to be necessary to the economy, many believe that there are unattractive financial consequences such as increased prices of products and increased spending on useless commodities. Despite these latter beliefs, most Canadians do not admit to being influenced by advertising.

Although advertising is regarded as a source of new product information, it is not believed to be essential to good product dissemination. Moreover, there is a general distrust of the information presented through advertising and most Canadians regarded advertising messages as an insult to their intelligence.

Attitudes of Canadians toward television, if measured by usage, are positive. Television is considered a good source of relaxation, entertainment, companionship, and relief from boredom. The majority of Canadians however hold negative attitudes toward the social effects of heavy television viewing such as limiting family conversation.

Canadians' attitudes to television advertising, as was the case with regard to advertising in general, are mixed. Although most Canadians believe advertising is necessary to pay for the provision

of programming, opinion is split as to whether the quality of general programming is improved where advertising is present. Whereas three-eighths of the population feel there should be no advertising at all, half indicate willingness to pay for good advertisement-free programs and almost three-quarters of Canadians agree there should be at least one commercial-free channel.

Canadians hold negative attitudes toward the form, content, and manner of presentation of television advertising. Many are annoyed by the frequency, repetitiveness, and interruptive effects of commercials. Also cited as irritating are the insulting tone of commercials and the use of celebrities in selling products.

The Canadian public prefers advertising to be factual and presented in an entertaining way. Moreover, viewers favor longer messages on related topics grouped at the beginning or end of programs.

The public also shows lack of faith in present procedures for policing truth in advertising. Most Canadians want the government to ensure truthfulness of commercials.

Finally, Canadians prefer Canadian-made commercials and the advertising of Canadian products.

The data on which this report is based is both voluminous and varied. The reader is cautioned that unless the report is carefully read in its entirety, it would be easy to draw inaccurate conclusions about this complex attitudinal area.

Introduction


In this report the results of a national survey of attitudes toward television advertising are summarized. In it, the major findings of a wider research study conducted by Market Facts of Canada between 1975 and 1977 are presented. This report is neither an academic treatise nor a technical report. Rather, it is a simple descriptive statement concerning the national attitudinal climate with respect to television advertising in general and with respect to particular issues related to television advertising. A parallel report in three volumes presenting a far more detailed and technical description of the study and its findings is available at the offices of the CRTC.

The term "attitudes", in this report, refers to a persistent tendency on the part of the public to feel and behave in a particular way toward television advertising. Attitudes are said to include three basic components: the affective component which includes viewers' feelings, their likes and dislikes about television advertising; the cognitive component which is made up of their beliefs and of the information they have on the subject; and the behavioral component which consists of their tendency to behave toward television advertising in certain ways.

Although the subject of this document is attitudes toward television advertising, attitudes toward advertising in general and attitudes toward television as a medium are also dealt with because they provide a context in which it is possible to interpret attitudes toward television advertising.

The attitudes that were measured by the survey include attitudes toward the general phenomena of television, advertising, and television advertising, as well as attitudes toward specific issues associated with these phenomena. The results are reported for both the Canadian public at large and for subgroups within the population based on such characteristics as age, sex, education, language, occupation, household income, population density, and geographic region.

The procedures employed in conducting the survey are briefly described in the next section.



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The Method and Design of the Study

The following description of the methodology includes four topics: the development of the questionnaire, the sample, the execution of the survey, and the presentation of the results. More detailed notes on the methodology are included in Appendix 1.

Development of the Questionnaire

A questionnaire can be used to measure how widespread certain attitudes are and how strongly they are held. But before a questionnaire can be constructed, a choice of which attitudes are to be measured must be made. The choice of questions for inclusion in this survey was based on a review of the written materials from both published and proprietary sources. In addition, in-depth interviews were conducted with representatives from the advertising and broadcasting industries, concerned special-interest groups, and public bodies having jurisdiction over either the advertising or broadcast industries.

It was considered crucial, however, that the survey measure attitudes relevant to issues of concern to the public, as well as attitudes toward issues important to the experts. Accordingly the study was executed in two steps.

In step one considerable preliminary qualitative research was conducted to discover the attitudes commonly held by the public and the ways in which these attitudes were being expressed. Letters to the Canadian Radio-television and Telecommunications Commission (CRTC) and spontaneous comments made by respondents to the BBM Bureau of Measurement surveys were studied and classified. In addition, group discussion techniques were utilized with various groups of individuals who had been selected as representative of Canadians generally. The nature of the discussions was exploratory and they were conducted under the direction of a professional moderator as an

TABLE 1-1
Sample Statistics

Total sample		3060
By language:	English	2324
	French	735
By sex:	male	1516
	female	1543
By region:	Atlantic	296
	Québec	855
	Ontario	1097
	Prairies	503
	British Columbia	309
By household income:	under \$5,000	328
	\$5,000-9,999	646
	\$10,000-19,999	1194
	\$20,000 and over	499
By occupation:	white collar	663
	blue collar	816
	housewife	808
By education:	no secondary	535
	some or completed secondary	1777
	post-secondary	691
By population density:	500,000 and over	954
	100,000-499,999	477
	99,999 and under	1628
By age:	15-17	241
	18-24	538
	25-34	573
	35-44	504
	45-54	449
	55-64	335
	65 and over	318

open forum for expressing personal views. Thirty groups, 271 persons in all, were involved in these discussions held in the summer and fall of 1975. A questionnaire was then constructed. It contained items based on the feelings, beliefs, and behavioral tendencies revealed by the public. Moreover, these items were stated in language commonly used by the public.

Step two involved the implementation of the questionnaire. It was used for the quantitative determination of the strength and distribution of the attitudes held by the Canadian people toward television, toward advertising, and toward advertising on television. The questionnaires were developed in English and French and were pre-tested using arbitrary samples in Toronto (23 interviews) and in Montreal (13 interviews). Based on the pre-test results, the questionnaire was shortened and changes were introduced to improve the clarity and comprehensibility of some questions.

The questionnaire was a personal-interview type designed to be used in the respondent's home. It contained 94 attitudinal statements to which the person being interviewed was asked to respond relative

to a five-point scale, ranging from “strongly agree” to “strongly disagree”. In addition, it contained several questions about media habits, personal use of television, and personal statistics.

The Sample

The results of the study are based on a national survey, conducted in early 1976, of over 3,000 individuals who were scientifically selected to represent a cross-section of the Canadian population (see Table 1-1). The respondents are representative of people over the age of 14 from all parts of Canada except the Northwest Territories and the Yukon.

The method of choosing the sample is described in Appendix 1.

Data Collection Procedures

The survey was conducted by personal interviews in the homes of the respondents.

The average length of an interview was about 45 minutes, and few interviews lasted longer than 75 minutes. Respondents were generally cooperative and appeared eager to express their opinions.

Respondents were allowed to read each attitudinal statement and were then asked to respond to it by placing themselves on one of two five-point scales:

agree completely 5	agree somewhat 4	neither agree nor disagree 3	disagree somewhat 2	disagree completely 1
very often 5	quite often 4	occasionally 3	very seldom 2	never 1

A minimum of 15% of each interviewer's work was subjected to validation by field supervisors. The validation was performed by telephone with the respondent to verify that the interview did occur and to verify key data from the study. An interviewer's work was not accepted for tabulation until it had been judged satisfactory at the validation stage.

Presentation and Analysis of Data

To provide a concise account of the attitudes held on a national basis, two methods of presenting the results are employed.

First, percentages of those who agree (including both "5" and "4" responses), those who neither agree nor disagree ("3" responses), and those who disagree (including both "1" and "2" responses) are given. Then an average is presented. This average is computed by adding the scores equal to the numerical value of each response (see above) and dividing the sum of these values by the number of responses.

It should be noted that an average between 1 and 3 indicates a preponderance of disagreement with a statement. An average from 3 to 5 indicates a preponderance of agreement. And an average near 3 indicates either indecision about or a balance of opinion on a statement.

The meaning of the averages is represented schematically:

1	2	3	4	5
unanimous disagreement	strong disagreement	indecision or balanced opinion	strong agreement	unanimous agreement

It should also be noted that whereas the questions are grouped by theme in this report, the questionnaire presented them in a random order to the respondent.

Attitudes Toward Advertising

A study of attitudes toward advertising in general provides a set of reference points against which attitudes toward television advertising may be compared.

In order to measure attitudes toward advertising, respondents were asked to indicate the extent to which they agree or disagree with a series of statements about advertising in general. Advertising in general was described as including advertising in newspapers, in magazines, on radio, and on television. The statements read to respondents relate to three attitudinal areas in advertising. The first area is beliefs concerning the role of advertising in the economy. The second area is opinions on the information value of advertising. The third area is related to a person's perception of how he personally reacts to advertising.

The Role of Advertising in the Economy

Because advertising is often considered an integral part of the Canadian economic system, a person's beliefs concerning the role advertising plays in the economy is an important part of that person's overall attitudes toward advertising.

Four questions were used to measure these beliefs. The results are presented in Table 2-1. The response to the first item (S1) seems to indicate that there is public support for the economic role of advertising. More specifically, it shows that almost three-quarters of Canadians believe that advertising is necessary to our economy. However, responses to the second item (S2) reveal that opinion is divided as to whether advertising actually helps raise our standard of living. The apparent contradiction between the responses that some subjects gave to S1 and S2 reflects, perhaps, a certain confusion with respect to the economic role of advertising. The results nevertheless indicate that advertising is perceived as an economic necessity.

TABLE 2-1
The Role of Advertising in the Economy

	Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
	%	%	%	
S 1 Advertising is necessary to our economy	73.5	10.4	15.8	3.8
S 2 Advertising helps to raise our standard of living	37.5	23.9	38.1	2.9
S 3 Advertising makes products more expensive ..	80.1	10.2	9.3	4.2
S 4 Advertising makes people spend their money on things they don't really need	78.2	6.4	14.9	4.0

Responses to the last two items (S3 and S4) suggest that although advertising may be seen as economically necessary, it is also considered to have negative economic side effects. More than four-fifths of the population believe that advertising makes products more expensive, and more than three-quarters of the population agree that advertising makes people spend their money on things they don't really need.

It appears, therefore, that a majority of Canadians consider advertising an economic necessity, but they also believe that it has financially unattractive consequences.

The Information Value of Advertising

Advertising is attempted communication between the advertiser and some selected segment of the population. The perception people have of advertising as a means of communication is an important part of their global attitude toward advertising. In the present study, the public's perception of the information value of advertising was examined by asking people to what extent they agree or disagree with six statements. The results for these items are presented in Table 2-2.

The response to the first item (S5) reveals that nine of ten Canadians regard advertising as a source of information about new products on the market. The response to the next item (S6) indicates that more than three-quarters of Canadians do not believe that advertising is essential to the dissemination of good products. It appears

that while advertising is considered one way of receiving new product information, it is not believed to be the only important way of receiving such information. The responses to the remaining four statements suggest that the information value of advertisements is looked upon somewhat sceptically. Three-quarters of the respondents agree that much of what advertisements present as “new” is in reality “the same old thing.”

Seven-eighths of the population agree that advertisements only tell you about the things that advertisers want you to hear. Less than a fifth of the respondents were willing to disagree with the strongly-worded statement that “you can’t believe most of the things they tell you in advertisements.” Even advertisements that compare different

TABLE 2-2
The Information Value of Advertising

	Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
	%	%	%	
S 5 Advertising tells us about new products that are out on the market	89.5	5.5	4.6	4.4
S 6 Good products don't have to be advertised very much	80.2	5.2	14.4	4.2
S 7 A lot of things that advertisements tell you are new are just the same old things	77.2	12.7	9.8	4.0
S 8 I think most people realize that advertisements only tell you about the things that advertisers want you to hear	87.5	6.5	5.7	4.4
S 9 You can't believe most of the things they tell you in advertisements ..	72.6	10.6	16.3	3.9
S10 I don't believe what they say in advertisements where they compare different brands	66.4	14.2	19.1	3.8

brands are treated with distrust by two-thirds of those questioned. It is clear that there is general distrust of the information presented in advertising messages.

Personal Responses to Advertising

The preceding two sections concentrate on how people perceive the general functioning of advertising within Canadian society. This section concentrates on how people feel they personally respond to advertising.

Three statements are used to measure this response. The first two statements are designed to assess the extent to which people agree that their purchasing behavior is influenced by advertising. The responses to these statements, summarized in Table 2-3, reveal that a majority of Canadians do not believe themselves to be affected by advertising. One must pause to reflect upon the implications of this result. Perhaps Canadians are indeed independent of the effects of advertising. Alternatively, the idea that they are being influenced by advertising may be so unattractive to Canadians that they refuse to admit it. This seems a more likely interpretation. It will be recalled that a majority of respondents readily agreed to the suggestion that others are led by advertising to purchase things that they do not need (see S4). This lends credence to the interpretation that Canadians are reluctant to admit the influence that advertising may have on their own purchasing behavior.

The third statement in this section attempts to assess people's perception of the amount of respect that advertisers show for the recipients of their messages. The results indicate that the majority of Canadians consider advertising an insult to their intelligence.

TABLE 2-3
Personal Response to Advertising

	Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
	%	%	%	
S11 I often buy products which I see advertised ...	32.8	12.7	54.1	2.6
S12 Advertising of children's products helps me decide what presents to buy them	28.4	14.6	56.3	2.4
S13 Most advertising is an insult to one's intelligence	58.9	16.8	23.9	3.6

Attitudes Toward Advertising by Subgroups

In this section attitudes characteristic of specific subgroups of the Canadian population are looked at. To examine these attitudes, the sample was divided into subgroups based on demographic properties. Divisions were made alternately by language, sex, age, education, household income, and geographical region.

The results for these various subgroups are summarized in Tables 2-4 to 2-9. It will be noted that in the interest of brevity, the results are presented as average agreement scores to only six of the 15 questions discussed in previous sections. These six questions were chosen for their quality as indicators of general attitudes.

TABLE 2-4
Advertising Attitudes by Language

	English	French
S 1 Advertising is necessary to our economy	3.9	3.6
S 2 Advertising makes people spend their money on things they don't really need	3.9	4.3
S 5 Advertising tells us about new products that are out on the market	4.4	4.2
S 9 You can't believe most of the things they tell you in advertisements	3.8	4.1
S11 I often buy products which I see advertised	2.6	2.5
S13 Most advertising is an insult to one's intelligence	3.6	3.5

Table 2-4 summarizes the difference between French and English respondents. The two language groups show very similar attitudes toward advertising. French-speaking Canadians are slightly less positive in their attitudes than English-speaking Canadians; nevertheless, the difference is one of degree rather than one of direction.

Men and women have congruent attitudes toward most aspects of advertising (Table 2-5). Women are slightly more likely to find advertising insulting, but a majority of men also agree that advertising is an insult to one's intelligence.

TABLE 2-5
Advertising Attitudes by Sex

	Male	Female
S 1 Advertising is necessary to our economy	3.9	3.8
S 4 Advertising makes people spend their money on things they don't really need	4.0	4.0
S 5 Advertising tells us about new products that are out on the market	4.3	4.4
S 9 You can't believe most of the things they tell you in advertisements	3.9	4.0
S11 I often buy products which I see advertised	2.6	2.5
S13 Most advertising is an insult to one's intelligence	3.5	3.7

In comparing age groups, very few differences in attitudes toward advertising occur. Those who claim that it is mostly the young who are disillusioned with advertising will find no support in the results summarized in Table 2-6.

TABLE 2-6
Advertising Attitudes by Age

		15-17	18-24	25-34	35-44	45-54	55-64	65-over
S 1	Advertising is necessary to our economy	3.7	3.9	3.8	3.8	3.8	3.9	3.9
S 4	Advertising makes people spend their money on things they don't really need	3.9	4.0	4.0	4.0	4.1	4.0	4.0
S 5	Advertising tells us about new products that are out on the market	4.3	4.3	4.4	4.3	4.4	4.3	4.4
S 9	You can't believe most of the things they tell you in advertisements	3.9	3.9	3.8	3.9	3.9	4.0	4.0
S11	I often buy products which I see advertised	2.6	2.7	2.7	2.5	2.6	2.4	2.3
S13	Most advertising is an insult to one's intelligence	3.4	3.4	3.6	3.6	3.7	3.6	3.7

Various education and income groups also show a very high level of concordance when their attitudes toward advertising are compared (Tables 2-7 and 2-8). No evidence was found in this study to support the contention that the affluent and educated are the only group critical of advertising practices.

TABLE 2-7
Advertising Attitudes by Education

		No Secondary	Some/ Completed Secondary	Post- secondary
S 1	Advertising is necessary to our economy	3.7	3.8	3.9
S 4	Advertising makes people spend their money on things they don't really need	4.0	4.0	4.1
S 5	Advertising tells us about new products that are out on the market	4.3	4.4	4.4
S 9	You can't believe most of the things they tell you in advertisements	4.1	3.9	3.8
S11	I often buy products which I see advertised	2.3	2.6	2.6
S13	Most advertising is an insult to one's intelligence	3.5	3.5	3.8

TABLE 2-8
Advertising Attitudes by Household Income

		Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over
S 1	Advertising is necessary to our economy	3.7	3.9	3.9	3.8
S 4	Advertising makes people spend their money on things they don't really need	4.1	4.0	4.0	4.0
S 5	Advertising tells us about new products that are out on the market	4.4	4.4	4.4	4.3
S 9	You can't believe most of the things they tell you in advertisements	4.1	4.0	3.8	3.9
S11	I often buy products which I see advertised	2.4	2.6	2.6	2.6
S13	Most advertising is an insult to one's intelligence	3.5	3.5	3.6	3.7

When the country is divided by regions (Table 2-9), one again finds a great deal of agreement in attitudes toward advertising. Maritimers and Québec residents appear to be slightly more cynical about the truthfulness and effects of advertising, but the differences that separate them from other regions are small.

Table 2-9
Advertising Attitudes by Region

		Atlantic	Québec	Ontario	Prairies	British Columbia
S 1	Advertising is necessary to our economy	3.9	3.7	3.9	3.8	3.9
S 4	Advertising makes people spend their money on things they don't really need	4.1	4.3	3.9	3.9	4.0
S 5	Advertising tells us about new products that are out on the market ...	4.4	4.2	4.4	4.4	4.4
S 9	You can't believe most of the things they tell you in advertisements ...	4.1	4.1	3.8	3.7	3.7
S11	I often buy products which I see advertised ..	2.8	2.5	2.6	2.4	2.5
S13	Most advertising is an insult to one's intelligence	3.4	3.5	3.7	3.5	3.8

The results of all the above demographic comparisons point to the conclusion that attitudes toward advertising of the various demographically-based subgroups are not substantially different from the attitude of the population as a whole.

Attitudes Toward Television

Because television and television commercials are intimately associated in the public mind, a knowledge of attitudes toward television is necessary to provide a realistic context in which attitudes toward television commercials may be studied.

Three types of information have been collected in order to deduce Canadian attitudes toward television. The first of these is the amount of television usage. The second is the uses for which television is employed. The third is the response received when people are asked to agree or disagree with evaluative statements about television.

All three of these indicators of attitudes will be used to abstract a general picture of Canadian attitudes toward television as a medium.

Television Ownership and Usage

A person's attitude toward television is to a large extent reflected in his everyday behavior. The types of behavior examined in this section are television ownership and hours of television viewing.

Participants in the survey were asked if they own a television and how much time they spend watching their set. The responses are summarized in Table 3-1. They show that fewer than one in a hundred Canadian households are without a television set. They further reveal that more than a third of Canadian households contain more than one set. As other studies have shown, it seems clear that television ownership is very attractive to Canadians.

The data reported in Table 3-1 also indicate that almost three-quarters of the population state that they watch television every day of the week. In addition, more than half of those who replied to our questionnaire stated that they spent in excess of two hours a day viewing television. This confirms results derived from comparable surveys. If one considers the amount of television usage as an indicator

of attitudes, one can conclude that Canadian attitudes toward television are strong and positive.

TABLE 3-1
Television Ownership and Usage

Total respondents	3059	Total respondents with television in household	3034
Without television in household	% 0.8	Average weekly usage:	% 13.7
With television in household ..	99.2	0-3 days	12.0
one set	61.5	4-6 days	73.9
two sets	37.5	Average weekend usage:	
three or more sets	0.2	0-4 hours	39.4
		5-8 hours	38.0
		9 hours or more	22.3
		Average weekday usage:	
		0-2 hours per day	36.9
		3-6 hours per day	42.1
		over 6 hours per day	20.7

Functions of Television

In this section answers to two sets of questions are discussed. The first set of questions is directed at how often television is used for purposes of relaxation, entertainment, and information. The second set of questions is directed at the role that television plays in the daily routine of the family.

In the first set of questions, respondents were asked which medium they turn to most often when they wish to relax; when they want to be entertained; when they have nothing else to do; and when they wish to be informed about what is happening in the world. The responses to these questions are summarized in Table 3-2.

TABLE 3-2
Medium Most Often Used for Different Purposes

	Want to Relax	Want to be Entertained	Want News	Nothing Else to Do
Total respondents	3059	3059	3059	3059
Medium:	%	%	%	%
Television	48.4	46.2	40.0	39.8
Radio	15.0	9.9	22.0	10.0
Movie	1.6	18.2	0.2	1.8
Newspaper/Magazine	7.8	3.1	37.1	9.1
Read	20.2	7.8	4.3	18.5

Television is the medium most often cited in response to all four questions. In no instance does radio, movies, newspapers and magazines, or reading prove more popular than television.

The fact that television is the medium used most often for all purposes, varying from "having nothing else to do" to "being informed about what is happening in the world," must be added to the evidence supporting the contention that Canadians hold positive attitudes toward television.

The second set of questions was asked in order to assess the role television plays in the daily lives of Canadians. Six questions were asked. The first two took the form of statements for which the respondents could voice various degrees of agreement or disagreement. For the four remaining questions, respondents were asked to indicate how often, if at all, the statements applied to them. The statements themselves and the responses to them are summarized in Table 3-3.

The results reported for the first two statements (S1 and S2) suggest that television may be watched for reasons other than its program content. Rather, it is also used as a substitute for an extra person in the home. The results for S1 show that seven of ten Canadians admit to using the television to keep them company when they are home alone. The results for S2 show that twice as many people agree than disagree that television can be used as a good occupier of children's attention when parents have other things to do.

The results for the remaining four questions indicate that the use made of television is sometimes more casual than purposive in nature.

More than half the respondents at least occasionally use the television because they don't know what else to do. An even larger number do other things while they are viewing television. In addition,

TABLE 3-3
The Role of Television in Daily Life

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S 1	The television keeps me company when I'm home alone	0% 70.8	0% 6.4	0% 22.5	 3.8
S 2	The television is a good way to keep children occupied when I have other things to do	55.1	20.2	23.5	3.5
		Never/ Seldom	Occa- sionally	Often	Average Frequency Level
S 3	I watch television while I am eating meals	0% 58.0	0% 20.4	0% 21.2	 2.3
S 4	I don't know what else to do so I watch television	45.1	25.9	28.5	2.7
S 5	I fall asleep while watching television	52.9	20.8	25.9	2.5
S 6	I do other things at the same time as I watch television	36.8	21.9	40.9	3.0

more than four of ten occasionally, or quite often, watch television while eating meals and fall asleep in front of the set.

The results therefore show that for a significant proportion of the population television is a frequent companion in a variety of situations.

Evaluative Statements About Television

This section helps complete the picture we have of attitudes toward television by examining the extent to which people agree or disagree with evaluative statements about television. Two sets of questions will be considered. The first set focuses on personal reactions to television; the second set concentrates on the perceived social effects of television.

Six questions were used to study personal responses to television services received. Each of these consisted of a statement with which the respondent expressed agreement or disagreement. The results are summarized in Table 3-4.

The first question asks whether people expect as much from television as they do from media which they pay for, such as movies and the theater. The response shows a polarization of opinion. Forty

TABLE 3-4
Evaluative Statements About Television:
Personal Response

	Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S 7 People should not expect as much from television as they do from entertainment they pay for (e.g. movies, theater)	0/0 45.7	0/0 13.2	0/0 40.7	3.1
S 8 Most television shows are boring	37.6	13.6	49.1	2.9
S 9 I really get involved with the characters in some television programs	43.8	10.6	45.2	2.9
S10 Watching television is the best way to relax after a hard day	59.5	10.5	29.5	3.5
S11 Watching television is a pleasant way for the whole family to spend the evening together at home	67.0	9.7	22.9	3.7
S12 Watching television is the best way for me to find out what is going on in the world	65.5	7.5	26.7	3.7

percent of Canadians do expect television to meet the standards of other media; 45% have lower expectations for television.

Polarization of opinion is again seen in the responses to the next two statements. While almost half the respondents agree that television shows are boring, three-eighths of the sample do not agree with this statement. Similarly, in response to the statement that relates to viewers' involvement with television characters, an equal number of people agree and disagree.

Responses to statements S10, S11, and S12 show far less difference of opinion. A clear majority agrees that watching television is the best way to relax after a hard day; that watching television is a pleasant way for the whole family to spend the evening at home together; and that watching television is the best way to find out what is going on in the world.

To summarize, it appears that opinion is split on the quality of television programming. The attitudes of the majority of viewers toward television as a source of relaxation and information appear to be clearly positive.

The preceding six questions focused on reactions to the potential personal benefits to be derived from television. The next four questions examine perceptions of possible social costs of television viewing. The response to these four questions is summarized in Table 3-5.

The data show that a majority of Canadians believe that there are social costs which result from viewing television. Slightly more than half of all Canadians agree, and only one-third disagree, that television watching reduces the amount of conversation among family members in the home. More than three-quarters of the sample agree that there are too many people who are slaves to the television set, and further, that too much television is particularly bad for children. Lastly, almost three-quarters of Canadians disapprove of the amount of violence on television.

TABLE 3-5
Evaluative Statements About Television:
Social Effects

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S13	There are too many people who are slaves to the television set	77.6	11.4	10.6	4.2
S14	People no longer talk with each other at home because they spend a lot of time watching television	56.1	10.0	33.3	3.3
S15	It isn't good for children to watch too much television ...	81.6	8.0	9.9	4.2
S16	Many television programs have too much violence	73.0	9.8	16.8	4.0

Thus, despite the favorable reactions noted previously, it seems that Canadian attitudes toward television are not completely positive. Although television is seen by the majority as a highly attractive source of information and relaxation, opinion is split on the quality of the programming offered. In addition, a majority of Canadians hold negative attitudes toward the social effects of heavy television usage.

Attitudes Toward Television by Subgroup

The preceeding sections have concentrated on the national response to television. This section will summarize the results of an examination of attitudes toward television characteristic of various subgroups within the population. In order to study attitudes of subgroups, the sample was divided according to language, sex, age, income, education, and region. The attitudes of the groups were then compared.

Three major attitudinal areas are discussed below: television usage (Tables 3-6 to 3-11), the functions of television (Tables 3-12 to 3-17), and responses to evaluative statements about television (Tables 3-18 to 3-23).

When the usage of television among various subgroups is compared, an important fact that emerges is that nearly half of all Canadians, regardless of demographic group, watch 15 to 40 hours of television a week, and nearly one in five Canadians, regardless

TABLE 3-6
Television Usage by Language

	English	French
Number of respondents	2303	731
Average weekly usage:	%	%
14 hours or under	32.9	24.9
15-40 hours	45.5	49.9
over 40 hours	21.6	25.2

TABLE 3-7
Television Usage by Sex

	Male	Female
Number of respondents	1506	1528
Average weekly usage:	%	%
14 hours or under	32.1	29.9
15-40 hours	47.3	45.9
over 40 hours	20.6	24.2

of group, watches over 40 hours a week. In short, the similarities among subgroups seem rather more striking than their differences. There are, however, some differences that should be noted. Based on the results of this survey, French Canadians appear to watch more hours of television than English Canadians, and usage is higher for women than for men. When age groups are compared, the viewing of television takes on a U-shape with the heaviest television usage found in the youngest (age 15 to 17) and oldest (age 65 and over) groups studied, and the lightest usage concentrated in viewers between the ages of 35 and 44. Income levels and education also seem to have an influence on the amount of television watched. Those earning over \$20,000 a year and having some post-secondary education are only half as likely to be heavy (i.e., over 40 hours a week) television watchers. When viewers are grouped according to geographical region,

TABLE 3-8
Television Usage by Age

	15-17	18-24	25-34	35-44	45-54	55-64	65-over
Number of respondents	239	530	570	502	445	332	314
Average weekly usage:	%	%	%	%	%	%	%
14 hours or under	23.4	26.3	32.8	38.4	34.2	27.7	24.5
15-40 hours	47.7	46.1	47.9	44.2	45.2	49.4	49.0
over 40 hours	28.9	27.6	19.3	17.4	20.6	22.9	26.5

TABLE 3-9
Television Usage by Household Income

	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over
Number of respondents	321	637	1190	494
Average weekly usage:	%	%	%	%
14 hours or under	26.8	24.2	31.5	43.7
15-40 hours	48.9	47.7	47.9	41.9
over 40 hours	24.3	28.1	20.6	14.4

TABLE 3-10
Television Usage by Education

	No Secondary	Some/ Completed Secondary	Post- secondary
Number of respondents	528	1767	682
Average weekly usage:	%	%	%
14 hours or under	25.0	28.1	43.0
15-40 hours	46.8	47.9	43.1
over 40 hours	28.2	24.0	13.9

TABLE 3-11
Television Usage by Region

	Atlantic	Québec	Ontario	Prairies	British Columbia
Number of respondents	295	852	1087	498	302
Average weekly usage:	%	%	%	%	%
14 hours or under	22.0	26.6	35.7	33.3	31.5
15-40 hours	46.1	49.6	45.7	44.2	45.4
over 40 hours	31.9	23.7	18.6	22.5	23.2

television use seems to be greatest in the Atlantic provinces and lowest in Ontario.

Despite these differences, it is apparent that heavy television usage is prevalent among all groups. One can thus safely conclude that television is highly attractive to all subgroups, just as the results of an earlier section allowed us to conclude that it is attractive to the population as a whole.

Tables 3-12 to 3-17 present comparative figures for the second

TABLE 3-12
Media Usage for Particular Purposes by Language

	English	French
Number of respondents	2324	735
Most frequently selected:	%	%
S 1 When wanting to be entertained:		
television	49.4	34.5
radio	10.1	9.3
movie	17.1	21.6
newspaper/magazine	3.0	3.5
read	7.0	10.1
S 2 When wanting to be informed about what is happening in the world:		
television	36.1	52.5
radio	24.6	13.9
movie	0.2	0.2
newspaper/magazine	38.5	32.7
read	4.7	3.2
S 3 When having nothing else to do:		
television	39.4	41.4
radio	9.4	12.0
movie	1.4	3.0
newspaper/magazine	9.3	8.5
read	20.0	13.7
	Average Level of Agreement	
S 4 The television keeps me company when I'm home alone	3.7	4.0
	Average Level of Frequency	
S 5 The television is a good way to keep children occupied when I have other things to do	3.4	3.7

area of attitudes examined in this chapter, namely the purposes for which television and other media are used and the degree to which they are characteristic of the subgroups studied. Some interesting differences can be noted. English-speaking Canadians rely much more heavily on the entertainment function of television than do French-speaking Canadians. However, French Canadians are considerably more likely to utilize television as an informational medium, and their dependence on television in this context is heightened by their relatively lower usage of radio and print media as sources of news. In addition, French-speaking Canadians express a higher level of agreement for using television as a companion and baby-sitter in the home.

These differences, by language subgroups, appear on a regional basis as well. In contrast to other regions, Québec residents seem to use television more often as an informational medium than as an entertainment medium. The reverse trend is noticeable in the Prairies, Ontario, and particularly in the Atlantic region where television is most heavily relied on in the contexts of wanting to be entertained and having nothing else to do.

TABLE 3-13
Media Usage for Particular Purposes by Sex

	Male	Female
Number of respondents	1516	1543
Most frequently selected:	%	%
S 1 When wanting to be entertained:		
television	45.5	47.0
radio	11.0	8.8
movie	19.1	17.2
newspaper/magazine	3.8	2.4
read	5.4	10.0
S 2 When wanting to be informed about what is happening in the world:		
television	40.8	39.3
radio	20.3	23.6
movie	0.2	0.2
newspaper/magazine	37.6	36.6
read	4.5	4.1
S 3 When having nothing else to do:		
television	41.7	38.0
radio	10.2	9.8
movie	2.1	1.5
newspaper/magazine	10.9	7.3
read	15.6	21.2
	Average Level of Agreement	
S 4 The television keeps me company when I'm home alone	3.8	3.8
	Average Level of Frequency	
S 5 The television is a good way to keep children occupied when I have other things to do	3.5	3.5

When the respondents are divided according to sex, few differences are revealed, although women appear to use television more frequently than men when wanting to be informed about what is happening in the world. If one compares age groups, it becomes apparent that as age increases, so does the use of radio and television as informational media. In contrast, those under 34 years of age tend to use television, radio, and movies most frequently for the purpose of entertainment and "killing time." Income and education also seem to have an effect on the purposes for which the media are used. Generally speaking, as income and educational levels rise, respondents tend to

TABLE 3-14
Media Usage for Particular Purposes by Age

	15-17	18-24	25-34	35-44	45-54	55-64	65-over
Number of respondents	241	538	573	504	449	335	318
Most frequently selected:	0/0	0/0	0/0	0/0	0/0	0/0	0/0
S 1 When wanting to be entertained:							
television	42.7	37.1	41.7	46.5	53.8	48.3	57.4
radio	12.7	10.3	10.1	8.0	9.3	10.1	10.9
movie	25.4	33.9	25.2	16.8	7.3	7.9	3.9
newspaper/ magazine	0.6	1.8	2.3	3.7	5.0	5.6	2.4
read	7.9	4.2	7.5	8.0	8.3	10.1	10.1
S 2 When wanting to be informed about what is happening in the world:							
television	26.6	41.9	39.2	43.0	40.3	42.3	43.0
radio	16.5	18.6	20.1	20.7	28.2	24.2	26.2
movie	0.7	0.2	—	0.5	—	0.2	—
newspaper/ magazine	51.3	38.7	38.0	37.6	32.1	35.0	27.3
read	4.2	4.1	4.9	3.9	4.4	4.1	5.2
S 3 When having nothing else to do:							
television	42.7	46.3	43.6	38.6	38.8	37.0	29.3
radio	13.8	11.7	9.0	7.8	8.9	10.2	11.7
movie	3.5	1.7	1.1	2.4	2.3	0.3	0.9
newspaper/ magazine	10.1	9.0	9.4	10.2	8.6	9.0	8.0
read	14.1	18.0	17.1	17.5	19.1	23.7	16.0
Average Level of Agreement							
S 4 The television keeps me company when I'm home alone							
	4.1	3.8	3.7	3.7	3.7	3.8	4.1
Average Level of Frequency							
S 5 The television is a good way to keep children occupied when I have other things to do							
	3.7	3.5	3.4	3.4	3.6	3.6	3.5

turn away from television as a source of entertainment, information, and companionship, utilizing it most frequently when having nothing else to do.

TABLE 3-15
Media Usage for Particular Purposes by Household Income

	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over
Number of respondents	328	646	1194	499
Most frequently selected:	%	%	%	%
S 1 When wanting to be entertained:				
television	49.4	49.3	45.7	42.6
radio	13.1	12.1	9.2	8.0
movie	13.3	17.8	20.0	18.0
newspaper/magazine ...	2.9	1.8	3.0	3.6
read	9.4	6.6	7.7	7.9
S 2 When wanting to be informed about what is happening in the world:				
television	42.7	44.0	40.3	31.4
radio	31.0	26.3	20.8	14.8
movie	—	0.2	0.2	0.2
newspaper/magazine ...	27.1	29.6	39.6	50.0
read	4.2	3.3	4.3	6.0
S 3 When having nothing else to do:				
television	35.1	41.8	39.8	41.4
radio	14.1	10.1	8.9	8.6
movie	0.5	0.6	2.6	2.3
newspaper/magazine ...	9.5	7.7	9.8	9.3
read	15.6	15.4	19.4	21.1
Average Level of Agreement				
S 4 The television keeps me company when I'm home alone	3.9	4.0	3.8	3.3
Average Level of Frequency				
S 5 The television is a good way to keep children occupied when I have other things to do	3.6	3.5	3.5	3.3

TABLE 3-16
Media Usage for Particular Purposes by Education

	No Secondary	Some/ Completed Secondary	Post- secondary
Number of respondents	535	1777	691
Most frequently selected:	%	%	%
S 1 When wanting to be entertained:			
television	55.3	46.6	38.6
radio	10.6	9.7	9.8
movie	3.9	20.3	24.2
newspaper/magazine	2.9	2.8	3.6
read	6.9	7.2	9.8
S 2 When wanting to be informed about what is happening in the world:			
television	45.0	40.2	35.8
radio	28.7	21.5	18.4
movie	—	0.4	—
newspaper/magazine	24.4	37.7	44.6
read	3.1	3.9	6.4
S 3 When having nothing else to do:			
television	39.2	40.3	39.4
radio	11.2	10.2	8.3
movie	0.2	2.2	2.0
newspaper/magazine	8.1	9.0	9.5
read	12.0	17.5	25.8
	Average Level of Agreement		
S 4 The television keeps me company when I'm home alone	4.1	3.9	3.4
	Average Level of Frequency		
S 5 The television is a good way to keep children occupied when I have other things to do	3.7	3.5	3.2

TABLE 3-17
Media Usage for Particular Purposes by Region

	Atlantic	Québec	Ontario	Prairies	British Columbia
Number of respondents	296	855	1097	503	309
Most frequently selected:	%	%	%	%	%
S 1 When wanting to be entertained:					
television	63.5	34.3	50.8	46.3	46.5
radio	13.2	9.3	10.8	9.0	6.9
movie	11.2	23.3	16.7	15.3	20.3
newspaper/magazine	1.7	3.5	3.7	2.4	2.2
read	4.7	9.7	6.4	8.2	9.5
S 2 When wanting to be informed about what is happening in the world:					
television	39.9	50.4	34.3	34.0	41.3
radio	34.8	14.1	21.3	28.8	22.8
movie	0.7	0.2	0.2	0.2	—
newspaper/magazine	24.3	34.5	42.6	37.8	36.5
read	7.1	3.7	4.4	2.4	6.0
S 3 When having nothing else to do:					
television	47.6	42.4	35.5	39.0	42.4
radio	9.8	11.8	9.3	8.4	10.0
movie	0.7	3.2	1.2	1.6	1.3
newspaper/magazine	6.1	8.1	10.5	12.1	4.9
read	20.3	15.6	18.7	19.7	21.8
Average Level of Agreement					
S 4 The television keeps me company when I'm home alone	4.0	3.9	3.8	3.7	3.7
Average Level of Frequency					
S 5 The television is a good way to keep children occupied when I have other things to do	3.7	3.7	3.5	3.2	3.3

The final set of tables (Tables 3-18 to 3-23) examines responses to selected evaluative statements about television characteristic of the subgroups studied. Several attitudinal differences regarding television occur according to language. Those who speak French are more likely to consider television the best source of news about what is going on in the world. This statistic is consistent with their more frequent use of television as an informational medium. In addition, French-speaking Canadians show greater agreement with the statement that television offers the family a pleasant way of spending time together, although they are also inclined to believe, more so than English Canadians, that many television programs have too much violence. This latter sentiment is shared more strongly by women than by men

and represents the only large difference between these two subgroups on the evaluative statements examined.

Attitudes toward television also tend to vary according to age. As age increases, so does the level of agreement that television shows are boring, contain too much violence, and tend to reduce the amount of conversation in the home. Respondents over the age of 65 are also more likely to consider watching television a pleasant family activity and the best way to gain information about what is going on in the world.

When education and income levels are compared, certain similarities emerge across the subgroups. Better educated Canadians and those with higher incomes are less inclined to believe that television is a pleasant way for the family to spend time together, and proportionately fewer agree that television is the best source of news and information. On a regional basis, Québec and the Atlantic provinces appear to hold more positive attitudes toward watching television as a family activity and as a source of information. However, these positive attitudes are somewhat mitigated by a higher level of

TABLE 3-18
Response to Evaluative Statements About Television by Language

	English	French
S 8 Most television shows are boring	2.8	2.9
S11 Watching television is a pleasant way for the whole family to spend the evening together at home	3.6	4.1
S12 Watching television is the best way for me to find out what is going on in the world	3.5	4.1
S13 There are too many people who are slaves to the television set	4.1	4.2
S14 People no longer talk with each other at home because they spend a lot of time watching television ..	3.3	3.5
S16 Many television programs have too much violence ...	3.8	4.2

TABLE 3-19
Response to Evaluative Statements About Television by Sex

	Male	Female
S 8 Most television shows are boring	2.9	2.8
S11 Watching television is a pleasant way for the whole family to spend the evening together at home	3.7	3.7
S12 Watching television is the best way for me to find out what is going on in the world	3.7	3.6
S13 There are too many people who are slaves to the television set	4.1	4.2
S14 People no longer talk with each other at home because they spend a lot of time watching television ..	3.3	3.4
S16 Many television programs have too much violence ...	3.8	4.2

TABLE 3-20
Response to Evaluative Statements About Television by Age

		15-17	18-24	25-34	35-44	45-54	55-64	65-over
S 8	Most television shows are boring	2.5	2.7	2.9	2.9	3.0	3.0	2.7
S11	Watching television is a pleasant way for the whole family to spend the evening together at home	3.7	3.7	3.6	3.7	3.7	3.8	4.1
S12	Watching television is the best way for me to find out what is going on in the world	3.6	3.5	3.5	3.6	3.7	3.7	4.1
S13	There are too many people who are slaves to the television set	4.0	4.1	4.2	4.2	4.2	4.1	4.2
S14	People no longer talk with each other at home because they spend a lot of time watching television	2.9	3.1	3.3	3.3	3.6	3.5	3.6
S16	Many television programs have too much violence	3.3	3.6	4.0	4.1	4.2	4.3	4.4

TABLE 3-21
Response to Evaluative Statements About Television by Household Income

		Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over
S 8	Most television shows are boring	3.0	2.8	2.8	2.9
S11	Watching television is a pleasant way for the whole family to spend the evening together at home	4.0	3.9	3.7	3.4
S12	Watching television is the best way for me to find out what is going on in the world .	3.9	4.0	3.6	3.3
S13	There are too many people who are slaves to the television set	4.2	4.0	4.2	4.2
S14	People no longer talk with each other at home because they spend a lot of time watching television	3.5	3.4	3.3	3.2
S16	Many television programs have too much violence	4.1	4.0	3.9	3.9

TABLE 3-22
Response to Evaluative Statements About Television by Education

		No Secondary	Some/ Completed Secondary	Post- secondary
S 8	Most television shows are boring	2.9	2.7	3.1
S11	Watching television is a pleasant way for the whole family to spend the evening together at home	4.1	3.8	3.2
S12	Watching television is the best way for me to find out what is going on in the world	4.1	3.7	3.2
S13	There are too many people who are slaves to the television set ...	4.0	4.1	4.3
S14	People no longer talk with each other at home because they spend a lot of time watching television	3.5	3.2	3.4
S16	Many television programs have too much violence	4.1	3.9	4.1

TABLE 3-23
Response to Evaluative Statements About Television by Region

		Atlantic	Québec	Ontario	Prairies	British Columbia
S 8	Most television shows are boring	2.8	3.0	2.7	2.9	2.9
S11	Watching television is a pleasant way for the whole family to spend the evening together at home	3.9	4.0	3.5	3.7	3.4
S12	Watching television is the best way for me to find out what is going on in the world	3.9	4.1	3.5	3.5	3.4
S13	There are too many people who are slaves to the television set	4.0	4.2	4.2	4.1	4.2
S14	People no longer talk with each other at home because they spend a lot of time watching television	3.4	3.5	3.2	3.3	3.3
S16	Many television programs have too much violence	3.9	4.1	3.9	4.0	4.0

agreement in the eastern regions with statements concerning television's domineering and interfering influence in the home.

Many of the differences found in this section reflect an intensity of expression and feeling rather than a real difference of opinion. To summarize, Canadians, regardless of group, watch many hours of television and utilize this medium for a variety of purposes. They hold a fairly positive attitude toward television but perceive certain social costs that derive from heavy television viewing. The attitudes revealed in an examination of groups and subgroups closely parallel those found in the Canadian population as a whole.

Attitudes Toward Television Advertising

While the preceeding two chapters examined attitudes toward advertising in general and attitudes toward television as a medium, this part of the report focuses specifically on attitudes toward television advertising.

The topics considered are: beliefs concerning the relationship of commercials and programming, attitudes to the presence of advertising on television, views on the information vs. entertainment function of television, response to the frequency, scheduling, style and presentation of commercials, the enforcement of truth in commercials, Canadian content in television advertising, viewer behavior, and attitudes typical of those who support the presence of advertising on television.

Commercials and General Programming

Beliefs concerning the relationship of commercials to overall television programming are important elements in overall attitudes toward television advertising. Accordingly, two areas of belief are examined here. The first area is the role commercials play in financing general programming. The second and related area is the influence commercials have on the quality of general programming.

In order to study beliefs in these areas, respondents were asked to what extent they agreed or disagreed with a series of statements. The results for these questions are summarized in Table 4-1.

The responses reveal that, in the area of beliefs concerning the financial role of commercials, seven-eighths of the respondents agree that advertising is necessary because it pays for the programs they receive on television. In addition, two-thirds of the sample believe that they could not get the programs they want without advertising. In short, a clear majority of Canadians believe that commercials are needed to pay for what they want to see on television.

In the area of how commercials affect the quality of general programming, there is far less unanimity of opinion. One-quarter of the respondents neither agree nor disagree with any of the three statements in this area. Among those who had opinions, there was more agreement than disagreement that tax-supported stations do a better job of informing the public (S3); there was more disagreement than agreement with the idea that commercial stations have better programming (S4); and there was an even split of opinion as to whether sponsored programs are generally of higher quality than those that are free of commercials (S5).

In summary, the public believes that advertising is required to pay for the programming it receives. However, opinion is split and often undecided on the effect this financing has on general programming quality.

TABLE 4-1
Beliefs Concerning the Relationship of Commercials and General Programming

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S 1	Advertising on television is necessary because it pays for the programs we get on TV	0%	0%	0%	
		84.3	6.6	8.1	4.2
S 2	We couldn't get the programs we want on television without advertising	66.5	12.5	19.7	3.7
S 3	Television stations supported by the public tax money do a better job of informing the public than do those which have advertising on them	37.2	38.7	23.1	3.2
S 4	Television stations that show a lot of commercials have better programs	27.0	25.6	47.0	2.7
S 5	Television programs that are sponsored by advertising are usually better than those which have no advertising ...	37.0	24.4	37.9	3.0

Responses to the Presence of Advertising

In this section general reactions to the presence of advertising on television are examined. Responses to four questions are summarized in Table 4-2.

The response to the first question indicates that commercials and television are so closely associated in many Canadians' minds that half the population find it difficult to imagine commercial-free television. It would seem that the historically close link between television and commercials has led to an expectation that commercials will be present in television programs. Accordingly, the next two questions (S7 and S8) would probably be considered by many Canadians as rather radical suggestions.

The first of these two questions, S7, suggests that there should be no advertising at all on television. The results from this statement indicate that four of eight Canadians disagree with it, three of eight agree with it, and one of eight neither agrees nor disagrees with it.

TABLE 4-2
Response to the Presence of Advertising on Television

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S 6	It is difficult to imagine watching television without any commercial breaks	0%	0%	0%	
		51.1	11.3	36.9	3.2
S 7	There should be no advertising at all on television	35.9	15.3	48.0	2.9
S 8	I'd rather pay money to watch good programs than to put up with all the advertising on television	49.9	14.9	34.4	3.2
S 9	There should be at least one channel on which there is no advertising	72.0	14.3	13.2	4.1

When the possibility of paying for the privilege of watching good programs rather than putting up with all the advertising is suggested, half the respondents indicate agreement while three-eighths disagree. A large majority of Canadians agree that there should be at least one channel on which there is no advertising.

The Information-Entertainment Function

The form and content of television advertising could be considered to provide both entertainment and information. In this section, opinions regarding these functions are examined. The basic question asked is whether advertisements should be informative or entertaining. Four

items are used to study this question; an additional question was asked to ascertain the current degree of satisfaction with the information function of television advertising. The results for all five questions are summarized in Table 4-3.

The response to the first two questions indicates that most Canadians would prefer to have information about the products they see advertised on television. Responses to the next two questions reveal that many Canadians enjoy entertaining commercials. The response to the final question suggests that for every Canadian who believes he receives useful information from television commercials, there are two other Canadians who do not think that they are receiving useful information.

It appears that Canadians want factual information about products advertised on television and that they want such information presented in an entertaining way.

TABLE 4-3
Opinions Concerning the Entertainment-Information Function and Television

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S10	It is more important for television commercials to be informative than entertaining	0%	0%	0%	
		76.0	11.2	12.4	4.1
S11	The best commercials are the ones which give you information without gimmicks	80.1	11.2	8.4	4.3
S12	The best commercials are those which are the most entertaining	58.8	15.8	24.9	3.6
S13	If television commercials were completely realistic nobody would want to watch them	47.8	18.3	33.3	3.2
S14	Television commercials rarely tell you anything useful about the product which is being advertised	56.6	14.1	28.5	3.5

The Frequency and Scheduling of Commercials

The subject of this section is Canadian response to the scheduling of advertisements on television. In the group discussions that preceded this survey the interruption of programming and the unrelatedness of

the content of successive commercials seemed to be a major source of dissatisfaction. Accordingly, the present survey included nine questions that concentrated on this potential source of annoyance. The results are summarized in Table 4-4.

The responses suggest that the frequency and scheduling of advertisements on television are indeed a source of annoyance for a large majority of Canadians. They also indicate that there is widespread support for the grouping of commercials at the beginning and at the end of programs. In addition, there is support for the presentation of a few longer messages on related topics rather than the presentation of many short advertisements on unrelated subjects.

TABLE 4-4
National Response to the Frequency and Scheduling of Commercials

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S15	There are far too many commercials on television most of the time	87.1	4.7	7.0	4.4
S16	It is annoying to see three commercials in each half hour of programming	78.2	7.8	13.6	4.2
S17	Four commercials in a row are too many	92.7	3.0	4.0	4.7
S18	It is annoying when they show as many as five or six commercials all in a row	92.7	2.0	4.9	4.7
S19	Commercials on television interrupt the program at the worst possible time	85.6	6.9	7.2	4.4
S20	The commercial breaks make it difficult to follow the program you are watching on television	62.0	9.9	27.6	3.6
S21	I prefer watching programs where commercials are shown only at the beginning and at the end	88.7	6.4	4.5	4.6
S22	I don't like the way the commercials which are shown together jump around from one thing to another	53.1	32.8	13.7	3.6
S23	I would rather see a small number of longer commercials than a lot of short ones	67.4	20.0	12.3	4.0

Style and Images of Messages

The way in which commercial messages are presented was a frequent topic of discussion in the group sessions that preceded this survey. Objections were made to the loudness and quality of the announcer's voice in some commercials; to the use of life-style advertising; to the use of celebrity endorsements; and to the presentation of insulting stereotypes. In order to test how widespread these objections were, several questions on these topics were included in the present survey. The results for these questions are summarized in Table 4-5.

TABLE 4-5
Responses to the Style of Presentation and
the Creation of Images of Television Advertising

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S24	I hate it when the announcer in the commercial sounds loud and excited	0%	0%	0%	
		75.6	14.3	9.6	4.2
S25	Some commercials are really irritating because they turn up the sound	81.3	10.6	7.4	4.3
S26	I don't like the way some advertisers tell you that you can have the good life if only you would use their product..	73.5	10.8	15.1	4.0
S27	Advertisers should not be allowed to use well-known celebrities to sell their products on television	43.5	22.0	34.2	3.2
S28	Most commercials for products like household cleansers suggest that housewives have no common sense	64.2	15.5	19.9	3.8
S29	A lot of television advertisements are insulting to women	59.2	20.7	19.5	3.7
S30	A lot of television commercials are insulting to men	39.2	30.1	30.2	3.2
S31	Television commercials don't show people the way they really are	82.4	10.1	7.2	4.3
S32	If television commercials were completely realistic, nobody would want to watch them	47.8	18.3	33.3	3.2

Loudness and voice-tone of commercials are the subject of the first two questions (S24 and S25). The results indicate that loud, "excited" commercials are considered irritating by three-quarters of Canadians.

The third question (S26) probes reaction to life-style advertising. The results suggest that three-quarters of Canadians disapprove of life-style advertising. However, this finding is based on the reaction to only one indirect question and must therefore be interpreted with caution.

Based on responses to the next question (S27), it appears that the use of celebrity salesmen in commercials is disapproved of by four of ten Canadians.

The next three questions examine opinions regarding the alleged insulting content of advertisements. The results for these items indicate that a clear majority of Canadians believe television advertisements to be insulting to women. Opinion is split as to whether commercials are insulting to men. Four of ten respondents agree that the commercials are insulting to men, three of ten disagree with that view, and three of ten neither agree nor disagree.

The last two questions deal with the degree of realism of television commercials. Most Canadians, four of five, agree that commercials do not show people the way they really are. However, five of ten respondents also seem to feel that this unreal representation of people is necessary to attract people to watch commercials. In other words, Canadians seem to know that commercials do not give a realistic view of people, but they do not seem to mind.

The Enforcement of Truth in Television Advertising

In the chapter which examined attitudes toward advertising in general, it was observed that the public views the truthfulness of advertising with a somewhat sceptical eye. In this section, attention will be focused on the public's attitudes toward the enforcement of truthfulness in advertising on television. Responses to six questions are examined.

The results from the first statement (Table 4-6) indicate that only four of ten Canadians disagree with the strongly-worded statement, "Advertisers can say or show almost anything they like on television without having to tell the truth." This would seem to suggest a widespread lack of faith in the present procedures for policing truth in advertising.

Responses to the next five questions all indicate that most Canadians want the government to ensure the truthfulness of commercials. Strong support was expressed for the penalization of offending advertisers by means of government prosecution, by forcing public disclosure of the truth by offenders, or through suspension of access to air time.

It appears that Canadians have very strong positive attitudes toward the idea of enforcement of truth in television advertising.

TABLE 4-6
Enforcement of Truth in Television Advertising

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S33	Advertisers can say or show almost anything they like on television commercials without having to tell the truth . . .	48.7	12.4	38.2	3.2
S34	The government or the television stations should check all commercials to make sure that what they are saying is really true	90.0	5.7	3.5	4.6
S35	It is up to the government to ensure that advertisers can prove everything they say in television commercials	85.0	8.2	6.5	4.4
S36	The government should prosecute any advertisers who mislead the public	89.9	5.1	4.2	4.6
S37	Any advertiser that misleads the public should be required to go on TV again and tell the truth	87.6	7.2	4.8	4.5
S38	Any advertiser misleading the public should not be allowed to show any commercials for a period of time . .	87.7	6.5	5.4	4.5

Canadian Content

The degree of nationalism present in attitudes held by Canadians toward television commercials is reviewed in this section. Two statements were used, one in terms of the product being advertised, and one in terms of clues which would indicate the country of origin of the advertisement. The results are given in Table 4-7.

The majority of Canadians display decidedly nationalistic attitudes toward the country of manufacture of products advertised on television and toward the country of origin of the commercial itself. In both cases, three-quarters of Canadians prefer Canadian product advertising and Canadian-made commercials, one-sixth are indifferent, and the small remainder tend to hold opposite attitudes.

TABLE 4-7
Canadian Content in Television Advertising

		Agree	Neither Agree nor Disagree	Disagree	Average Level of Agreement
S39	I would prefer to see a commercial for Canadian products rather than American products	0%	0%	0%	
		75.7	17.5	6.5	4.2
S40	If the quality were the same, I would prefer to see a Canadian commercial rather than an American commercial	75.4	17.2	6.6	4.3

Viewer Behavior

Individuals were asked to estimate how frequently they find themselves exhibiting the behavior indicated by six statements. The results are given in Table 4-8.

The personal behavior of Canadians when commercials come on the television reflects their generally negative attitudes toward television advertising. One-third often become annoyed with commercials. As well, between one-third and almost two-thirds engage in a variety of avoidance behaviors, ranging from changing channels during commercials to leaving the room until the commercials are over. Almost one-third claim they seldom, if ever, watch television

TABLE 4-8
Viewer Behavior

		Never/ Seldom	Occa- sionally	Often	Average Frequency Level
S41	I leave the room to get something when a commercial comes on	0%	0%	0%	
		13.9	26.0	59.9	3.7
S42	I flip the dial to see what's on the other channels when a commercial comes on	40.9	25.3	33.3	2.9
S43	I get annoyed when a commercial comes on	38.0	27.5	34.1	2.9
S44	I do something else until the commercial break is over	17.6	26.5	55.4	3.6
S45	I watch the commercials	31.7	38.5	29.3	3.0
S46	I make a point of seeing a commercial that I like	53.6	23.6	22.4	2.5

commercials. Nonetheless, almost two-fifths of Canadians do not find television advertising to be annoying, slightly fewer often watch commercials, and about one-fifth will make it a point to view commercials that are particularly liked.

**Attitudes of Viewers who Support the Presence of
Advertising on Television**

It has been observed previously that 36% of Canadians believe there should not be advertising on television, while 48% of Canadians support the presence of advertising on television. Needless to say, most of those who wish to see the abolition of television commercials do not approve of many advertising practices. Less obvious, however, is the fact that many of those who support the presence of commercials strongly disagree with many television advertising practices. Table 4-9 presents a list of statements with which television advertising supporters agree. Average levels of agreement are included in brackets. Only the responses of persons who disagreed with the statement that there should be no advertising on television (S7) were included in the

TABLE 4-9
Statements Regarding the Content and Scheduling of Television Commercials
With Which Supporters of the Presence of Advertising on Television Agree

S15	There are far too many commercials on television most of the time. (average level of agreement = 4.2)
S16	It is annoying to see three commercials in each half hour of programming. (average level of agreement = 3.9)
S19	Commercials on television interrupt the program at the worst possible time. (average level of agreement = 4.2)
S21	I prefer watching programs where commercials are shown only at the beginning and at the end. (average level of agreement = 4.4)
S22	I don't like the way the commercials which are shown together jump around from one thing to another. (average level of agreement = 3.5)
S23	I would rather see a small number of longer commercials than a lot of short ones. (average level of agreement = 3.9)
S24	I hate it when the announcer in the commercial sounds loud and excited. (average level of agreement = 4.0)
S26	I don't like the way some advertisers tell you that you can have the good life if only you would use their product. (average level of agreement = 4.0)
S29	A lot of television advertisements are insulting to women. (average level of agreement = 3.5)
S36	The government should prosecute any advertisers who mislead the public. (average level of agreement = 4.6)

computation of their average levels of agreement. It appears that even those who support the presence of advertising on television are dissatisfied with many aspects of how commercials are presented.

Summary

The findings in this chapter indicate that a majority of Canadians believe that commercials are an economic necessity for the provision of desired programs. Three-eighths of all Canadians favor the removal of all advertising from television, and almost half indicate that if it were possible, they would take advantage of the possibility of paying for commercial-free good quality programming. Almost three-quarters of Canadians desire at least one channel with no advertising. A vast majority of Canadians object strongly to the number, frequency, form, content, and manner of presentation of commercials and claim to employ avoidance tactics when commercials come on the air.

Attitudes Toward Television Advertising by Demographic Subgroup

The previous chapter concentrated on attitudes toward television advertising for a national sample. This chapter discusses the same attitudes, but focuses on particular demographic subgroups. The sample is divided alternately according to language, sex, age, income, education, and geographic region. The tables which accompany the text for these comparisons of demographic subgroups present the results only for those items where some difference of attitude exists.

Table 5-1 lists attitudinal differences by language and sex.

French-speaking Canadians are definitely more negatively disposed toward the various issues surrounding advertising on television, just as they are in attitudes toward advertising generally. Not only do they more often advocate the removal of advertising from television, but they also perceive the frequency, number, placement, and presentation of commercials on television to be both interrupting and annoying. They more strongly advocate showing fewer but longer commercials, before and after the actual program, in preference to the current situation in which a whole series of short, unrelated commercials are allowed.

Compared to English-speaking Canadians, proportionately more French-speaking Canadians believe that television advertising should fulfill an information role rather than an entertainment role. This is consistent with their attitudes toward the television medium generally.

But the proportionately more negative attitudes expressed by French-speaking Canadians do not always manifest themselves behaviorally. Although those who speak French more often avoid television advertising by selecting other channels during commercials, they less often leave the room during commercials than do those who speak English. As well, English-speaking Canadians more often become annoyed with commercials and less often make any special effort to view favored commercials than do French-speaking Canadians.

Attitude differences according to sex, although not pronounced, do occur in a consistent fashion. Males appear to accept television advertising more than females; this applies particularly to housewives.

TABLE 5-1
Differences in Attitudes by Language and Sex

		Total Cana- dians	Language		Sex	
			English	French	Male	Female
S 7	There should be no advertising at all on television	2.9	2.8	3.2	2.8	2.9
S 9	There should be at least one channel on which there is no advertising	4.1	4.0	4.3	4.1	4.1
S10	It is more important for television commercials to be informative than entertaining	4.1	4.0	4.3	4.1	4.2
S14	Television commercials rarely tell you anything useful about the product which is being advertised	3.5	3.4	3.8	3.5	3.4
S15	There are far too many commercials on television most of the time	4.4	4.3	4.7	4.3	4.5
S16	It is annoying to see three commercials in each half hour of programming	4.4	4.1	4.5	4.1	4.3
S19	Commercials on television interrupt the program at the worst possible time	4.4	4.3	4.7	4.3	4.5
S23	I would rather see a small number of longer commercials than a lot of short ones	4.0	3.8	4.3	4.0	4.0
S24	I hate it when the announcer in the commercial sounds loud and excited	4.2	4.1	4.4	4.1	4.2
S35	It is up to the government to ensure that advertisers can prove everything they say in television commercials	4.4	4.3	4.6	4.4	4.4
S38	Any advertiser misleading the public should not be allowed to show commercials for a period of time	4.5	4.4	4.7	4.4	4.5
S41	I leave the room to get something when a commercial comes on	3.7	3.8	3.4	3.6	3.8
S42	I flip the dial to see what's on the other channels when a commercial comes on	2.9	2.8	3.2	3.0	2.7
S43	I get annoyed when a commercial comes on	2.9	3.1	2.4	3.0	2.9
S44	I do something else until the commercial break is over	3.6	3.6	3.6	3.4	3.7
S46	I make a point of seeing a commercial that I like	2.5	2.2	3.1	2.5	2.4

For example, agreement that there should be no advertising on television occurs more often among females, and within that group, most often among housewives. They also object more often to the frequency, number, placement, and loudness of television commercials. As well, they tend to perceive the proper role of television advertising to be somewhat more information- and less entertainment-oriented than males.

In terms of individuals' behavioral response to advertising on television, differences between males and females do occur. Females are less likely to watch commercials and tend to do other things until the commercial break is over. Males, in contrast, watch commercials more often and even make a point of seeing favored commercials — yet they adopt a more active commercial avoidance behavior by changing the channel when commercial breaks come on.

Table 5-2 represents a list of those statements for which attitudinal differences by age were found.

Generally, the findings indicate that older Canadians are more critical of television advertising. They do not like the frequency of commercials, and they are sensitive to the loudness of sound of commercials. Instead, as their age increases, Canadians desire informative commercials without gimmicks.

However, it is the younger Canadians who flip the dial to see what is on other channels during commercials, even though their attitudes toward television commercials are less negative than those of older Canadians. When a favorite commercial comes on, however, younger viewers are more likely to watch it than older Canadians.

Despite the negative attitudes toward television advertising expressed by older Canadians, they also more often believe that there is a fundamental economic relationship between commercials and the quality of television programming.

In Tables 5-3 and 5-4 selected statements are listed that show the strongest differences in attitudes by education, occupation, income, and population density.

Attitudes toward advertising on television seem to vary according to socioeconomic status, as measured by education, occupation, and income. Those with less education and lower occupational status more strongly believe that advertising is necessary to assure the continuance of desirable television programs. Canadians of lower socioeconomic status believe more firmly that television programs supported by advertising, and particularly by lots of advertising, are of better quality. Correlatively, these same people are less able to visualize television programming that is free of commercials. They also do not do other things as often during commercial breaks, including leaving the room, as those of higher socioeconomic status.

Those of lower education, occupation, and income levels also react more negatively toward the disruptive and annoying placement of advertisements within television programs. Those of higher socioeconomic status appear more able to tolerate, or perhaps ignore, these negative aspects of television advertising, even though they less often believe that there is any economic need for advertising on television.

TABLE 5-2
Differences in Attitude by Age

	15-17	18-24	25-34	35-44	45-54	55-64	65-over
S 1 Advertising on television is necessary because it pays for the programs we get on television	3.9	4.1	4.2	4.2	4.4	4.2	4.4
S 5 Television programs that are sponsored are usually better than those which have no advertising	3.0	2.9	2.7	2.9	3.2	3.1	3.3
S10 It is more important for television commercials to be informative than entertaining	3.9	4.1	4.1	4.1	4.1	4.2	4.4
S11 The best commercials are the ones which give you information without any gimmicks	4.0	4.1	4.2	4.3	4.3	4.3	4.5
S16 It is annoying to see commercials in each half hour of programming	3.9	4.1	4.2	4.2	4.4	4.2	4.4
S24 I hate it when the announcer in the commercial sounds loud and excited	3.7	4.0	4.2	4.2	4.3	4.4	4.4
S25 Some commercials are really irritating because they turn up the sound	3.9	4.2	4.3	4.4	4.4	4.4	4.4
S27 Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.2	3.1	3.0	3.1	3.3	3.4	3.6
S33 Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.1	3.0	3.0	3.1	3.3	3.4	3.5
S42 I flip the dial to see what's on the other channels when a commercial comes on ..	3.3	3.2	2.9	2.8	2.7	2.7	2.6
S46 I make a point of seeing a commercial I like	2.8	2.5	2.6	2.4	2.4	2.4	2.3

Canadian attitudes toward how commercials portray both men and women are readily differentiated according to education and occupation, but not by income. Those with post-secondary education or

TABLE 5-3
Differences in Attitude by Education and Occupation

		Education			Occupation		
		No Second- ary	Some/ Com- pleted Second- ary	Post- second- ary	White collar	Blue collar	House- wife
S 2	We couldn't get the programs we want on television without advertising	3.9	3.7	3.5	3.6	3.7	3.8
S 4	Television stations that show a lot of commercials have better programs	3.0	2.7	2.5	2.5	2.7	2.7
S 5	Television programs that are sponsored by advertising are usually better than those which have no advertising	3.2	3.0	2.8	2.8	3.1	3.0
S 6	It is difficult to imagine watching television without any commercial breaks	3.4	3.3	2.8	2.9	3.3	3.4
S16	It is annoying to see three commercials in each half hour of programming	4.3	4.2	4.0	4.1	4.1	4.4
S26	I don't like the way some advertisers tell you that you can have the good life if only you would use their product	3.8	4.0	4.3	4.2	3.8	4.2
S28	Most commercials for products like household cleaners suggest that housewives have no common sense	3.6	3.8	3.8	4.0	3.5	3.9
S33	Advertisers can say or show almost anything they like on television commercials without having to tell the truth .	3.3	3.2	3.0	3.0	3.1	3.3
S41	I leave the room to get something when a commercial comes on ..	3.5	3.8	3.7	3.8	3.7	3.8
S44	I do something else until the break is over ..	3.4	3.6	3.7	3.7	3.4	3.7

TABLE 5-4
Differences in Attitude by Income and Population Density

		Household Income				Population Density		
		Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$19,999	\$20,000 and over	500,000 and over	100,000 to 499,999	99,999 and under
S 4	Television stations that show a lot of commercials have better programs	2.9	2.8	2.6	2.5	2.7	2.6	2.7
S 5	Television programs that are sponsored by advertising are usually better than those which have no advertising	3.1	3.0	2.9	2.8	3.0	3.0	3.0
S 7	There should be no advertising at all on television	3.1	2.9	2.8	2.8	3.0	2.7	2.9
S16	It is annoying to see three commercials in each half hour of programming	4.3	4.2	4.2	4.0	4.2	4.1	4.2
S27	Advertisers should not be allowed to use well-known celebrities to sell their products on television	3.4	3.4	3.2	3.0	3.3	3.2	3.2
S33	Advertisers can say or show almost anything they like on television commercials without having to tell the truth	3.5	3.3	3.1	2.9	3.1	3.1	3.2

white collar jobs more often tend to agree that television advertising is insulting to both sexes. In particular, they find household-product advertising degrading to women.

Canadians of higher socioeconomic status have a more positive attitude toward the integrity, or truth, of commercials. They also have a more liberal attitude toward using celebrities in commercials.

In terms of population density, no significant differences in attitudes toward television advertising occur. Small differences that do occur are more often found between medium-sized and either large metropolitan or rural population centers, than between metropolitan and rural centers.

Attitudinal differences by region are shown in Table 5-5.

The results indicate that attitudes toward certain issues surrounding television advertising consistently vary among geographic regions of Canada. In Ontario and the Prairie provinces, the economic relationship between advertising and television is more often perceived to be necessary; but Canadians living in these four provinces also least often agree that the placement and number of commercials is disruptive or annoying. They further least often agree that there should be a channel with no advertising, or that there should not be any advertising at all on television.

Residents of Québec appear much less favorably disposed toward advertising on television. They more often find the placement of commercials to be interruptive and prefer instead fewer longer commercials placed at the end of programs. They more strongly dislike loud irritating commercials and less often perceive commercials to contain useful factual information. Behaviorally, the responses of Québec residents are less consistent. While they get less annoyed than other Canadians when a commercial comes on, and even make a point of watching commercials they like, they are also more likely to switch to another channel when a commercial is shown.

Maritime residents find commercials less insulting to women,

TABLE 5-5
Differences in Attitude by Region

	Atlantic	Québec	Ontario	Prairies	British Columbia
S 2 We couldn't get the programs we want on television without advertising	3.5	3.7	3.8	3.9	3.5
S 6 It is difficult to imagine watching television without any commercial breaks	3.4	3.2	3.2	3.3	2.7
S 7 There should be no advertising at all on television	3.2	3.2	2.6	2.7	2.9
S 9 There should be at least one channel on which there is no advertising ..	4.1	4.3	4.0	3.8	4.2
S12 The best commercials are those which are the most entertaining	3.7	3.6	3.7	3.3	3.6
S16 It is annoying to see three commercials in each half hour of programming	4.4	4.4	4.0	4.0	4.2

TABLE 5-5 (continued)

		Atlantic	Québec	Ontario	Prairies	British Columbia
S19	Commercials on television interrupt the program at the worst possible time	4.5	4.7	4.3	4.3	4.3
S20	The commercial breaks make it difficult to follow the program you are watching on television	3.6	4.1	3.3	3.3	3.5
S22	I don't like the way the commercials which are shown together jump around from one thing to another	3.9	3.6	3.6	3.5	3.7
S23	I would rather see a small number of longer commercials than a lot of short ones	3.9	4.2	3.8	3.9	4.0
S24	I hate it when the announcer in the commercial sounds loud and excited	4.0	4.4	4.0	4.2	4.1
S26	I don't like the way some advertisers tell you that you can have the good life if only you would use their product	3.8	4.0	4.1	4.0	4.3
S28	Most commercials for products like household cleaners suggest that housewives have no common sense	3.4	3.7	3.8	3.9	4.0
S29	A lot of television advertisements are insulting to women	3.3	3.7	3.8	3.6	3.8
S31	Television commercials don't show people the way they really are	2.5	4.3	4.3	4.2	4.2
S33	Advertisers can say or show almost anything they like on television commercials without having to tell the truth ..	3.3	3.3	3.1	3.3	2.9
S36	The government should prosecute any advertisers who mislead the public ..	4.2	4.6	4.6	4.6	4.6
S42	I flip the dial to see what's on the other channels when a commercial comes on	3.1	3.1	2.7	2.8	2.6
S43	I get annoyed when a commercial comes on ...	3.3	2.5	3.1	3.1	3.2
S46	I make a point of seeing a commercial that I like	2.2	3.0	2.2	2.3	2.2

including housewives, than other Canadians. They also believe much more strongly that commercials portray people the way they really are. In consequence, perhaps, they do not agree as strongly as other Canadians that the government should prosecute advertisers who mislead the public.

To summarize, attitudes toward television advertising differ markedly according to language spoken, consistently according to sex, to a minor extent according to socioeconomic status, and very little according to population density.

One last cautionary note is required. Most of the demographic differences in the average level of agreement presented in the preceding tables are surprisingly small. In addition, they are mostly differences in the level of agreement or disagreement rather than differences in direction of the attitudes involved. The reader should be cautious not to misinterpret the many differences in strengths of opinion as differences of opinions.

Appendix 1

Further Notes on Sampling and Data Collection

The results of the study are based on a national survey of over 3,000 individuals who were scientifically selected to represent a cross-section of the Canadian population (see Table 1-1). The respondents are representative of people over the age of fourteen from all parts of Canada except for the Northwest Territories and the Yukon. Quota techniques were applied, based on selected enumeration areas, to ensure that the actual sample was both stratified and proportionate.

Two basic levels were involved in specifying the sample. The first level involved choosing specific geographic areas where interviewing would be conducted. Specific enumeration areas were selected. These were geographic cells comprised of 200 households on average which represented the smallest level of disaggregation in Statistics Canada's population data. The second level involved specifying a procedure for selecting households and, within households, individuals to be interviewed.

The sample was selected so that the number of interviews to be completed within each region and the population classification remained proportionate to the overall Canadian population distribution. The sample was stratified into the following five regions: Maritimes, Québec, Ontario, the Prairies, and British Columbia.

The actual selection of enumeration areas was done using a computerized random sampling program in conjunction with the Statistics Canada 1971 Enumeration Area Tapes. In total, 405 enumeration areas where the population density is 10,000 or greater and 98 enumeration areas where the population density is less than 10,000 were selected.

Once the sample of enumeration areas was selected, detailed maps of each area were prepared. From these maps, a second random procedure was used to select specific streets and households to be contacted. Interviewers, who had attended a personal debriefing session and who were additionally provided with written instructions, attempted to make contact with the households selected. Up to three attempts were made to contact each household; these attempts were systematically spread out over different times of the day and parts of the week to maximize the probability of finding someone at home. Specific substitute households were approached only if after three attempts no contact was achieved with initially selected households.

Once contact with a household had been established, the interviewer first took a census of all individuals living in the household

who were over the age of 14. A pre-specified randomizing procedure was then used to select the specific person who should be interviewed and, if he or she was not at home, an appointment was made to call back. Up to two callbacks were made to interview the selected person within the household. The interviewer was not allowed to conduct the interview with anyone else in the household.

A minimum of 15% of each interviewer's work was subjected to validation by field supervisors. The validation was performed by telephone with the respondent to verify that the interview did occur and to verify key data from the study. An interviewer's work was not accepted for tabulation until it had been judged satisfactory at the validation stage.

The average length of an interview was about 45 minutes, and few interviews lasted longer than 75 minutes. The actual number of households which had to be contacted in order to yield the desired number of interviews varied. On average, interviews were successfully completed at 47% of the households selected. To offset any deviation from the original sample design, a mathematical weighting procedure was employed. This procedure restored the proportionality of different segments represented in the sample.

The response to each attitudinal statement was measured on two five-point scales:

agree completely	agree somewhat	neither agree nor disagree	disagree somewhat	disagree completely
5	4	3	2	1
very often	quite often	occasionally	very seldom	never
5	4	3	2	1

Aggregate national data were computed for each statement by summing the occurrences of "4" and "5" responses, summing the occurrences of "3" responses, and summing the occurrences of "2" and "1" responses, and then representing each as a percentage of the total response. The aggregate national data is also presented for each statement in terms of average levels by summing every respondent's numerical scale-score and then dividing this score by the number of respondents. This creates an average level of agreement which indicates the sentiment of all respondents on average toward each statement along a continuum from "disagree completely" (average level of 1.0) to "agree completely" (average level of 5.0). In some cases it creates an average frequency level which indicates the sentiment of all respondents on average toward each statement along a continuum from "never" (average level of 1.0) to "very often" (average level of 5.0). Thus higher average levels indicate greater agreement or greater frequency.

For discussions of various subgroups of the data, only average levels are presented. The subgroups of the overall population which were of importance in understanding attitudinal similarities and

differences were broken down according to sex, age, education level, occupation, household income, population density, and region.

Finally, a cluster analysis was performed to examine complex interrelationships between the different attitudinal statements. The results of this analysis are not given in this report since they do not reveal any significant new relationships that are not consistent with the findings presented here.

It should also be noted that percentaged columns do not necessarily total to unity. This occurs because of rounding error, "don't know/not stated" responses, and in some cases, because multiple mentions were accepted.

